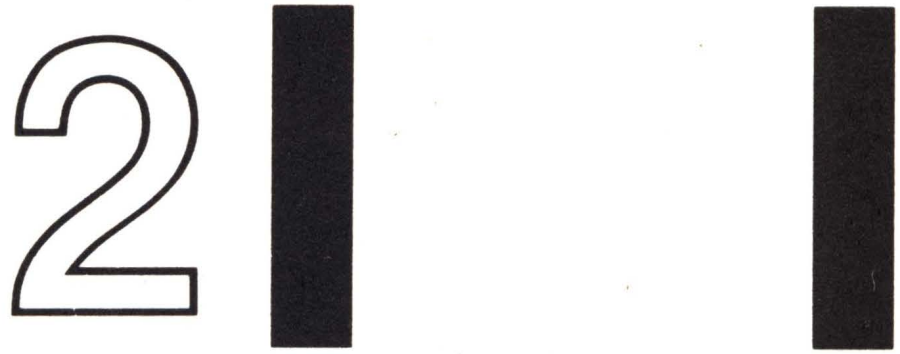

ACTIVISION U.K. LIMITED

FREE POST (LICENCE RG 1956)

READING

RG2 7BR

Activision/Electric Dreams

WIN SOFTWARE TO THE VALUE OF £100! SIMPLY FILL IN THIS QUESTIONNAIRE AND RETURN IT TO THE ADDRESS OVERLEAF AND YOU WILL AUTOMATICALLY BE ENTERED FOR OUR FREE PRIZE DRAW. AT THE SAME TIME YOU WILL HELP US IMPROVE THE QUALITY OF OUR PRODUCTS AND CUSTOMER SERVICE.

1) TITLE OF PRODUCT _____ 2) DATE OF PURCHASE _____

3) PLACE OF PURCHASE:- PLEASE TICK APPROPRIATE BOXES

DEPARTMENT STORE | COMPUTER/SOFTWARE SHOP | MAIL ORDER

OTHER _____

4) MAKE OF COMPUTER:- COMMODORE 64/128 | SPECTRUM | AMSTRAD | ATARI ST

AMIGA | IBM COMPATIBLE | OTHER _____ 5) CASSETTE | DISK

6) HOW LONG HAVE YOU OWNED YOUR COMPUTER? 0-6 MONTHS | 6-12 | 1-3 YRS | 3+

7) HOW MANY COMPUTER GAMES DO YOU OWN? 1-5 | 6-10 | 11-20 | 21-40 | 40+

8) HOW MANY ACTIVISION/ELECTRIC DREAMS GAMES DO YOU OWN? _____

9) HOW MUCH DO YOU SPEND ON GAMES PER MONTH? £0-10 | £11-20 | £21-40 | £40+

10) HOW MANY ACTIVISION/ELECTRIC DREAMS GAMES DO YOU BUY PER MONTH? _____

11) WHICH IS YOUR FAVOURITE GAME OF ALL TIME? _____

BY _____

12) WHY? _____

13) DO YOU READ THE COMPUTER MAGAZINES? YES/NO IF SO, WHICH? _____

14) HOW OFTEN DO YOU READ THEM? WEEKLY | FORTNIGHTLY | MONTHLY | LESS OFTEN

15) DO YOU READ THE PREVIEWS/REVIEWS? YES | NO

16) IF SO, DO THEY INFLUENCE YOUR DECISION TO BUY A GAME? YES | NO | SOMETIMES

17) WHICH FACTOR MOST INFLUENCED YOU TO BUY THIS GAME?

FRIEND | MAGAZINE ARTICLE | PACKAGING | OTHER _____

18) WHAT TYPE OF GAME DO YOU ENJOY THE MOST? SHOOT 'EM UP | ADVENTURE

STRATEGY | OTHER _____

19) NAME _____ 20) MALE | FEMALE

21) ADDRESS _____

TOWN/CITY _____ COUNTY _____ POST CODE _____

22) AGE:- LESS THAN 10 | 11-15 | 16-20 | 21-25 | 26-35 | OVER 36

23) OCCUPATION:- PROFESSIONAL | BUSINESS/MANAGEMENT | TRADE | CLERICAL

STUDENT | OTHER _____

THANK YOU FOR YOUR HELP